



Broccoli Bonds

Composting and Urban Food

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**BUILDING BETTER
HOMES, TOWNS
AND CITIES**

Ko Ngā wā Kainga hei
whakamāhorahora

National
Science
Challenges

UC
UNIVERSITY OF
CANTERBURY
Te Whare Wānanga o Waitaha
CHRISTCHURCH NEW ZEALAND

WESTERN SYDNEY
UNIVERSITY
W

 **Manaaki Whenua**
Landcare Research



**‘How do we change ecologically
wasteful practices without recourse to
guilt, moralism, or despair?’**

(Hawkins, 2006, p ix)



'How do we shape social institutions and practices, from education to the allotment of work time, to see whether all people can care more?'

(Tronto, 2017, 38)

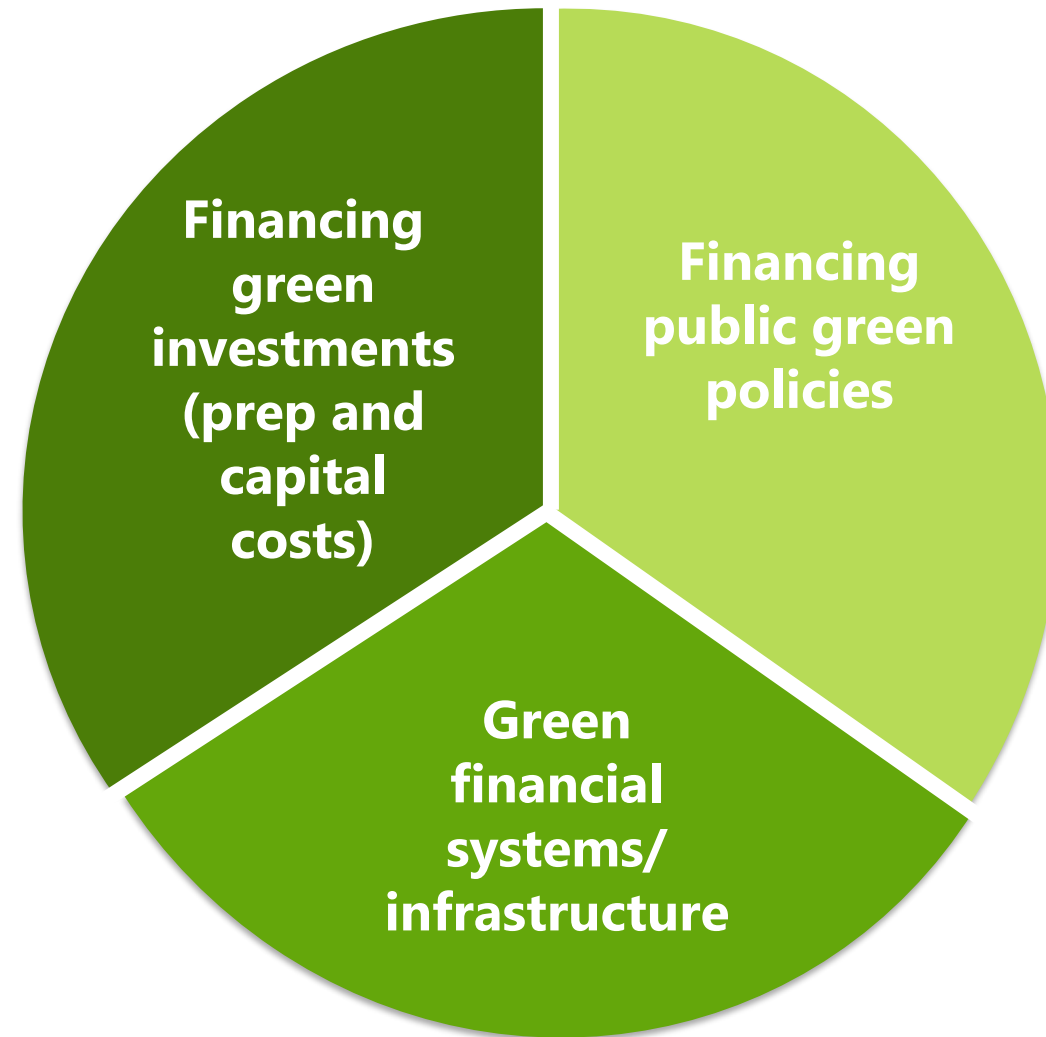
The
Garden



What do we mean by care?

'A species activity that includes everything that we do to maintain, continue, and repair our 'world' so that we can live in it as well as possible'.

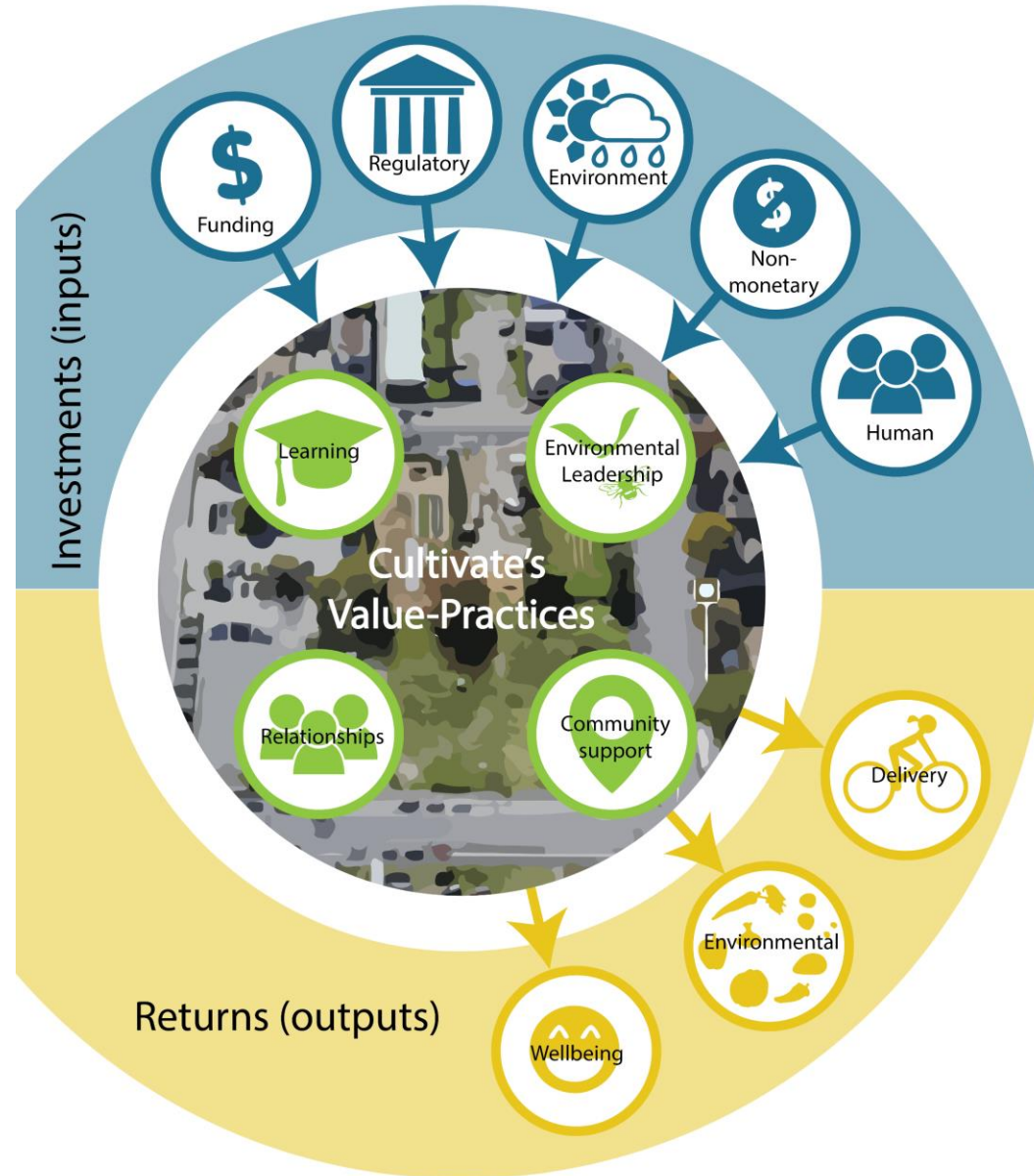
(Tronto, 1993, 103)



(Lindenberg, 2014)

Cultivate Christchurch

- Grows local food
- Composts green waste
- Promotes youth development



Key:

	Non-monetary inputs: donated tools, land leased for free
	Regulatory approval (Council), insurance and lease agreements
	Donations from Council, private organisations, individuals, central Government support. Businesses pay Cultivate to collect green waste and people buy Cultivate's produce
	Environmental inputs (sun, rain, wind, wildlife, bacteria)
	Human labour (staff, interns, volunteers)
	Provides leadership in community on healthy urban food production and composting
	Wider community support through reciprocal and authentic relationships
	Positive trusting relationships with interns, volunteers and wider community
	Youth development - interns are educated in urban gardening and wellbeing
	Produce is delivered and green waste is picked up by interns on electric bikes
	Produce (fruit and vegetables) and compost are created by Cultivate - carbon sequestration, urban food security
	Interns leave Cultivate with new skills, confidence and abilities





Cultivate Christchurch

By: [Bailey Peryman](#)



PledgeMe.Loans

[Food](#),



NZ\$165,127 pledged

140 people pledged

Closed

NZ\$160,000 minimum target



Pledges will only be confirmed if the target is reached by: 20/11/2017 at 8:00 AM (NZDT)

Make a Pledge



Our Broccoli Bonds

The Broccoli Bonds are a little different. We wanted to create a loan that helped feed our purpose of inspiring young people to live lives they value in an urban farm setting.

You can choose to have your loan paid back in three ways. Either:



1. Whole principal repaid in cash plus 5% cash interest; or
2. Half principal repaid in product half cash plus 10% cash interest; or
3. All principal repaid product with 15% cash in interest

You can find out more about the Broccoli Bond offer in our Investment Memorandum



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Conclusion



- Multiple challenges to reducing waste
- Ultimately this green finance didn't happen...

But

- Generated significant local support

How can green finance create the infrastructure that enables people to move from 'caring about' something to 'taking care of' something?



References

- Hawkins G (2006) *The ethics of waste: How we relate to rubbish*. Rowman and Littlefield Publishers, United States of America.
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- Tronto, J. (1993). *Moral Boundaries: A Political Argument for an Ethic of Care*. Routledge, New York/London.
- Tronto, J. (2017) 'There is an alternative: *homines curans* and the limits of neoliberalism'. *International Journal of Care and Caring*, 1 (1): 27-43.